



Airomé

CANDLE WARMERS ETC. & AIROMÉ IMAP POLICY

INTRODUCTION AND POLICY OVERVIEW

As the world's leading candle lighting alternative, candle warming and fragrance company, as well as an emerging leader in essential oils, diffusers, and Himalayan salt lamps, Candle Warmers Etc., along with our brand Airomé, is focused on maintaining high margins for our distribution network. In recognition of the investment in time and resources required for our high-quality retailers to provide the level of customer service and product knowledge expected from our customers, Candle Warmers Etc. is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. Candle Warmers Etc. has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Candle Warmers Etc. and Airomé products. All Candle Warmers Etc. and Airomé Authorized Resellers must agree to the terms and conditions of the following MAP Policy. For simplicity, both Candle Warmers Etc. and Airomé will be referred to under the name Candle Warmers Etc. in this policy and agreement.

MAP GUIDELINES

SRP pricing for all Candle Warmers Etc. products can be found on our current price list.

MAP Pricing= with in \$5.00 of SRP when on promotion.

All advertised prices must be at or above SRP for all Candle Warmers Etc. products. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. MAP is intended for promotional purposes only.

Resellers are also responsible for ensuring their Candle Warmers Etc. pricing is at or above SRP on internet search engines, EX: Google product and shopping feeds. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Candle Warmers Etc's MAP policy for all products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website or social media, and any flyers, posters or coupons.

No distributor/dealer/reseller is permitted to sell on third party marketplace websites such as, but not limited to Amazon, Ebay, Jet, Walmart, etc.

From time to time, Candle Warmer's Etc. may permit resellers to advertise MAP Products from Candle Warmers Etc. at prices lower than the MAP price. These are referred to as MAP Holidays. In such events, Candle Warmer's Etc. reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time. Resellers can request a MAP holiday by contacting their sales representative directly.

Headquarters
12397 S. 300 E., Suite 400
Draper, Utah 84020

Warehouse
6050 W. 700 S., Suite 300
Salt Lake City, Utah 84104

candlewarmers.com | airome.com

801.771.8650





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Once product has been discontinued from Candle Warmer's Etc. product offering catalog, MAP Guidelines no longer apply. Products created exclusively for certain retailers, which are not available in the Candle Warmer's Etc. standard product catalog, are exempt from MAP Guidelines.

PRICING STATEMENTS

Candle Warmer Etc.'s MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote." Candle Warmer's Etc. products can be included in store and website wide sales where customers are promised a discount upon checkout, as long as the discounted price is not published. These sales must have a defined start date and end date and cannot be ongoing. "Add to Cart for Price" features on websites are not allowed, but products can be discounted using coupon and/or discount codes during the checkout process, providing they are off general merchandise and not specific for Candle Warmers Etc. products.

FREE OFFERS ASSOCIATED WITH CANDLE WARMERS ETC./AIROMÉ PRODUCT

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.

ALL CANDLE WARMERS ETC./AIROMÉ PRODUCTS PRICE MATCHING POLICIES

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Candle Warmer's Etc MAP Policy. Advertised price must always be at MAP or higher.

CANDLE WARMERS ETC. WILL UTILIZE THE FOLLOWING STEPS TO RESOLVE MAP VIOLATIONS:

In the event of a MAP Policy violation, all reseller accounts shall have a period of forty-eight (48) hours to bring advertising into compliance or Candle Warmers Etc. reserves the right to cancel any pending orders and cease filling any new orders for the product(s) in violation of this MAP Policy for the following periods:

- i. For an initial violation, Candle Warmers Etc. will cancel any pending orders and cease filling any new orders for a period of thirty (30) days.
- ii. For a second violation by a reseller within one (1) year of the initial violation, Candle Warmers Etc., at its discretion, reserves the right to cancel any pending orders or cease filling orders for a period of greater than thirty (30) days. Repeated infractions of this MAP policy may result in termination of dealer status.

Candle Warmers Etc. will continue to sell to the reseller any other products for which no MAP Policy violation has occurred.

Candle Warmers Etc. MAP Policy Administrator is solely responsible for determining whether a violation of the MAP Policy has occurred.

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Waivers to this MAP Policy may be granted in Candle Warmers Etc. sole discretion by the MAP Policy Administrator in writing. In the event that the MAP Policy Administrator authorizes a waiver to the MAP Policy, dealers must strictly adhere to the terms of the waiver letter. Deviation from the terms of a waiver letter will be considered a violation of the MAP Policy.

Candle Warmers Etc. will utilize online price-monitoring to swiftly alert retailers and distributors of MAP Policy violations.

Resellers are expected to provide reasonable cooperation in any Candle Warmers Etc. investigations regarding possible MAP Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with Candle Warmers Etc. MAP Policy investigation is a violation of this MAP Policy.

The MAP Policy will be enforced by Candle Warmers Etc. in its sole discretion and without notice. Dealers, distributors, resellers, have no right to enforce the MAP Policy. Violations of this MAP Policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

****Candle Warmers Etc. policy can be found on our website. Once logged into your account under the "About" menu.*

By signing below, I acknowledge that I have read this policy.

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Name	Date	Company

Updated 8.8.2019

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